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PERSUASIVE ESSAY

Tips for Stating Goals and Giving Reasons

- A goal can be an opinion, belief, or a call to action.



- Opinions and beliefs simply state the writer's thoughts or feelings about a topic.

- Goals can also be calls to action, which ask the reader to take some positive step in support of a cause.



- Reasons should appear at the beginning of the essay and be clear and direct and appeal to the reader's sense of basic fairness and logic.

- The remainder of the essay should expand on each reason.

